

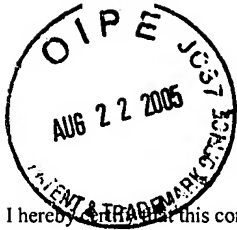
PTO/SB/21 (09-04)

3621

<b>TRANSMITTAL FORM</b> <small>(to be used for all correspondence after initial filing)</small>	Application Number	10/079,927
	Filing Date	February 19, 2002
	First Named Inventor	George, Colleen
	Art Unit	3621
	Examiner Name	Bayat, Bradley B.
Total Number of Pages in This Submission	Attorney Docket Number	020375-003300US

ENCLOSURES (Check all that apply)			
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Communication Return Postcard
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers		
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition		
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application		
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address		
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer		
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund		
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____		
	<input type="checkbox"/> Landscape Table on CD		
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Remarks The Commissioner is authorized to charge any additional fees to Deposit Account 20-1430.		
<input type="checkbox"/> Reply to Missing Parts/ Incomplete Application			
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53			
<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>			
Firm Name	Townsend and Townsend and Crew LLP		
Signature			
Printed name	Patrick M. Boucher		
Date	August 19, 2005	Reg. No.	44,037

CERTIFICATE OF TRANSMISSION/MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.			
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On August 19, 2005

TOWNSEND and TOWNSEND and CREW LLP

By Shirley L. McNeill

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Colleen George et al.

Application No.: 10/079,927

Filed: February 19, 2002

For: SYSTEMS AND METHODS FOR  
OPERATING LOYALTY PROGRAMS

Customer No.: 20350

Confirmation No. 6495

Examiner: Bayat, Bradley B.

Technology Center/Art Unit: 3621

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed June 9, 2005, please enter the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 10 of this paper.